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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XVII. NEW YORK, OCTOBER 21, 1896. No. 3.



LYING IN AMBUSH

IS VERY UNPLEASANT FOR THE VICTIMS. THERE IS NO "AMBUSH" ABOUT

STREET CAR ADVERTISING

AS CONDUCTED BY US—IT'S ALWAYS IN EVIDENCE, AGREEABLE AND PROFITABLE TO ALL.

GEO. KISSAM & CO.

253 BROADWAY, NEW YORK.



Alone and Unique

It's the same with the local country weekly.

It stands alone, the sole representative of the country people. To communicate with them that solitary local weekly must be used. Nothing takes its place—there is no substitute.

1,600 of these local publications comprise the Atlantic Coast Lists.
One-sixth of all the country readers of the United States reached weekly.
One order, one electro does the business.
Catalogue for the asking.

ATLANTIC COAST LISTS,
134 Leonard Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XVII. NEW YORK, OCTOBER 21, 1896. No. 3.

A FEW THOUGHTS ON ADVERTISING.

BEING AN EXTRACT FROM A REPORT ON TRADE INTERESTS, MADE BY DR. R. V. PIERCE, AT THE ANNUAL MEETING OF THE ASSOCIATION OF MANUFACTURERS AND WHOLESALE DEALERS IN PROPRIETARY ARTICLES, HELD IN PHILADELPHIA, OCT. 6TH-8TH, 1896.

The subject of advertising must always be one of paramount importance to the manufacturer of proprietary articles. Its cost is a large factor in the expense account of his business. Anything, therefore, which tends either to reduce or to increase this item of expense must be a subject of interest to him. In some lines of business in which orders are received mostly through the mails, and where it is possible to "key" the advertising, the proprietors can tell with tolerable accuracy the results obtained from publishing their announcements in the various mediums, but with most proprietors, who sell their goods through the natural channels of trade, this is impossible, and the question as to the advisability of this or that medium for advertising is left solely to their good judgment as to the influence and value of each paper or other publication.

Owing to the great reduction in the cost of white paper, through the introduction of wood-pulp, improved machinery and other cheapening agencies, a great stimulus has been afforded to the production of newspapers. The cost of these publications has been reduced until a great metropolitan sixteen-page newspaper is sold for a penny. The result is that papers are bought very freely, but many of them are but indifferently read. Circulations are enormously increased. In the olden times, when a newspaper cost from three to five cents, and most families took but one paper and many borrowed from their neighbors, these papers were read more thoroughly. In many families in the agricultural districts, where in the olden times but one paper—or two at most—was taken, we will find to-day four, five or a half dozen papers, and of course the attention of the reader is correspondingly divided between them. Circulations are duplicated to an enormous and bewildering degree. These circulations have increased far more rapidly than the population. It is estimated that the average city resident takes three papers daily, where formerly he took on an average but one. Now, if the advertiser has to pay pro rata for this circulation, and goes into all of them, it must cost him three times as much as formerly to advertise his goods—as it did when one paper brought the news to an entire family.

It has been estimated that when the New York *World* reduced its price to one cent it knocked something like a million dollars off the receipts from circulation. Where does that loss fall? It must be on the advertiser. And, to follow it up, the relation of this process throughout the country to the advertiser becomes almost startling. The *World*, at two cents, had an enormous sale. In many cases it was the only paper that the family took. But the active and ambitious Mr. Hearst appeared upon the field and, for one cent, put out what many believed to be a better paper. Down came the *World* from two cents to one cent. Now it is generally believed that, although Mr. Hearst's paper has attained to an enormous circulation in a few months, it has not materially affected the circulation of the *World* Therefore, the natural conclusion is that the circulation of the one largely duplicates the circulation of the other; but, instead of paying perhaps forty to sixty cents a line for the one in reaching a vast number of people who were formerly reached by the *World*, the advertiser has to pay double this price in order to reach about the same number of people. Each paper will naturally be held at only about 50 per cent of its former interest in the household, and the poor advertiser is the one who will

have to suffer the consequences. The same is true among the readers of weekly papers. When the Kansas City *Weekly Star* (a great eight-page paper) can be had for 25 cents per annum, the Cincinnati *Weekly Enquirer* for 50 cents per annum, and when the *Weekly Toledo Blade* may be had for 10 cents per quarter, and other large weeklies in proportion, it is but natural that those who can afford it and who have an appetite for reading, will take from a fourth to a half dozen of these cheap papers; but instead of reading each over carefully, including all the advertisements, as the old family newspaper was read, they are merely scanned over hastily and thrown aside. Certainly it cannot be successfully maintained that advertising is worth as much per line per thousand of circulation as formerly, when the papers were more thoroughly read.

While the cost of white paper and almost everything that goes into the production of a newspaper has been greatly cheapened within the last few years, yet the cost of advertising does not seem to have materially changed. About the same rates per line per thousand are expected by publishers now as formerly.

Then, too, when paper and other materials are so cheap, there is a great temptation for publishers to print many more papers than can be circulated through legitimate channels—sending them out in ways that do not result in finding their way into the hands of readers. But in this manner they are able to claim large circulations. I believe either that the price of newspaper advertising must be reduced in the near future, or else it will cease to become sufficiently remunerative to encourage its employment to anything like the extent to which it has been used in the past. The fact that the price of newspaper advertising has been kept up to such a high pitch has induced a good many proprietors to use much more largely than formerly mediums of their own publication, such as pamphlets, almanacs, circulars and advertising gotten up in the form of newspapers, distributing the same from house to house, or by post. And it is a mooted question whether, under the prevailing prices of newspaper advertising, such distribution of printed matter is not a more judicious and profitable method of reaching the general public than is afforded by newspapers. Certainly it has the merit that the advertiser may know what he is getting for his money, which is not always true of newspaper advertising.

Circulations are so greatly exaggerated in many cases that what one is getting for his money is an unknown quantity. If it were possible to penetrate, and possibly it may be in the near future, the press-rooms of the newspapers of this country with the celebrated X-rays, so as to be able to decipher the record of the counting machines upon the presses, what an astounding revelation would thereby be made to advertisers!

While the publishers of newspapers have many associations, some of them conducting their proceedings in secret meetings for establishing rates and combinations of prices to be strictly adhered to, advertisers, on the other hand, do not generally act in concert or in harmony in any of their business transactions with these publishers. Each of us may innocently believe that we are getting our advertising cheaper than any other one in the business, and yet whatever we may think we cannot be sure but that some other advertiser is getting his advertising for just a little less than we. It has recently come within my business experience that I have been paying outrageous prices for a number of papers in this country, one of which claimed as much as 118,000 circulation, and swore to it, when the circulation was really less than 20,000 copies. In another case a circulation of 26,000 to 30,000 was claimed, when the actual circulation was found to be less than 3,000 copies; and in the latter case the advertising agency was making close to four hundred per cent on the price paid for space in this paper. Several papers have suspended publication within the last year, which, right up to the time of such suspension, claimed in one case 40,000 per week on a Sunday paper; another 69,000 per week on a weekly, and still another (a daily) claimed the largest circulation of any paper in the State of Texas. Now, it is well known to you that papers of such enormous circulation do not suddenly find it necessary to suspend. There is always some capitalist ready to take up business enterprises with such flattering prospects and continue the business.

I believe that if a few of the large

proprietors, who advertise extensively, would establish a kind of secret service bureau, for the special purpose of investigating circulations, many of the mediums now represented to them as of great value would, under such a system, be found to be comparatively worthless, and that it would greatly reduce the expense of advertising, and make that done more profitable. To do such work individually is naturally somewhat expensive. Besides, one advertiser frequently comes to the knowledge of facts concerning certain publications which do not always come to the knowledge of another. By "comparing notes" what thus came into the possession of one would be considered as the common property of all, and great benefit, it is believed, would result therefrom. The practice which many publishers have gotten into, of farming out their advertising space to either special or general agents, operates greatly to the detriment of general advertisers. Circulations are thereby often very largely exaggerated and prices largely increased. Such being the case, it would seem to the interest of the general advertiser to discourage, as far as possible, this system of doing business.

There is no good reason why the advertiser should be obliged to pay for circulation which his advertisement does not receive; nor does he believe that any publisher has any reasonable ground for refusing to verify his circulation. This it is not generally difficult for him to do, if he is so disposed. Original post-office receipts have generally been considered pretty good evidence with which to substantiate the circulation of such papers as are distributed wholly or largely through the mails. But these, it must be remembered, are sometimes misleading; the body of these receipts is often made out in pencil, and while they may be signed in ink by the postmaster, it is easy afterwards for the figures to be rubbed out and others substituted. Then again, there are some publishers who have the habit of mailing books gotten up in serial form and taking receipts from the postmaster for the postage paid in bulk for the month, thus rendering it difficult, if not impossible, to separate that portion of the money paid for postage on the books from that paid on the other periodicals. Affidavits given to prove circulation have their value, but are not always to be implicitly relied upon. Several cases have come to my knowledge where large circulations have been sworn to, where careful investigation proved that the publication had but a small fraction of the circulation claimed for it. These affidavits being extra-judicial, and being generally made in the most perfunctory manner, have, for reasons already indicated, ceased to be regarded by advertisers as of great value.

There is, however, usually in every newspaper office a book kept which, if the publisher is truly in earnest in his expressed desire to afford every opportunity to investigate his circulation, will generally, without requiring very much time for investigation, disclose the real circulation of his paper. This is the cash book. Many times large editions of papers are sent out for general distribution and to those not subscribers, and in this way circulations are swelled to enormous proportions. But investigation of the cash book generally shows all the legitimate circulation by having recorded therein the monies received in payment for papers sent out to subscribers and to real purchasers. Knowing what the price is to purchasers and subscribers, it is easy to estimate the number of copies so disposed of. Many publishers, however, expressing a perfect willingness to offer "every facility for investigating" their circulation, are very loath to submit for inspection the only book in their establishment an examination of which will disclose the actual circulation of their publication. They prefer to have you go through all their bills for paper purchased, and the receipts for large quantities of papers perhaps sent out for free distribution. In fact, the various ways in which they can occupy your time and attention in looking into immaterial matters is surprising, especially when it is well known that if they would open up for your inspection just one simple, plainly written little book, which can generally be found in every well-regulated newspaper office, your task of investigating their circulation would be but a brief one, and the results obtained through it would at once command your confidence.

A general insistence on the part of advertisers that circulations claimed shall be verified by publishers would result greatly to the benefit of all general advertisers.

MUST BE TRUE

THAT DUCKWORTH WILL SELL YOU A HOME AT

HASBROUCK HEIGHTS

(23 MINUTES FROM CHAMBERS ST.)

FOR LESS MONEY THAN YOU ARE NOW PAYING FOR RENT, FOR THE FLAT OR HOUSE YOU NOW OCCUPY A VISIT TO HASBROUCK HEIGHTS WILL PROVE IT, AND NO EXPENSE TO GO.

BEAUTIFUL NEW QUEEN ANNE HOUSES AND TWO LOTS—6 MINUTES FROM DEPOT—FURNACE, RANGE, CABINET MANTELS, MIRRORS, CHINA DRESSERS, STONE TUBS, PANTRY, MARBLE BASINS, STEEL-CLAD BATH, HOT AND COLD WATER, EXPOSED PLUMBING. LARGE PIAZZAS; COMMUTATION 9 CENTS. TERMS $200 CASH, BALANCE MONTHLY, SAME AS RENT.

DUCKWORTH GIVES YOU THE OPPORTUNITY TO CONVERT WHAT YOU PAY FOR RENT INTO THE OWNERSHIP OF A BEAUTIFUL HOME.

DON'T DELAY IN LOOKING AT THESE HOUSES: BETTER BRING SOME MONEY WITH YOU TO MAKE A SMALL DEPOSIT; YOU WILL SURELY SELECT ONE.

CALL AT OUR OFFICE, WORLD BUILDING, 1.30 SUNDAY AND EVERY DAY; NO EXPENSE TO GO.

DUCKWORTH, WORLD BUILDING.

THAT DUCKWORTH WILL LOAN YOU MONEY TO BUILD A HOME FOR LESS THAN RENT

IF YOU OWN A LOT.

ALSO DUCKWORTH WILL LOAN MONEY TO PAY TAXES, INTEREST, WATER RATES, ASSESSMENTS TO IMPROVE YOUR PROPERTY, TO STOP FORECLOSURE PROCEEDINGS.

ALSO WILL LOAN MONEY TO PAY OFF OR INCREASE YOUR MORTGAGES — INTEREST LOW.

ALSO WILL LOAN MONEY TO BUY HOMES, AND IT CAN BE REPAID TO US MONTHLY, SAME AS PAYING RENT -- BUT LESS THAN YOU ARE NOW PAYING FOR RENT.

CALL ON DUCKWORTH, WORLD BUILDING, IF YOU WANT TO SAVE MONEY.

MONEY TO LOAN AT 4 PER CENT.

FIRST AND SECOND MORTGAGES.

BARGAIN HUNTERS; 2 PHILADELPHIA BRICK FLATS; COST $30,000; MORTGAGE $21,000. MAKE OFFER.

SPEAK QUICK: CANARSIE; 4-FAMILY HOUSE; $100 CASH; BALANCE MONTHLY.

DUCKWORTH, WORLD BUILDING.

THE foregoing advertisement, clipped from the New York *Sunday World*, furnishes an example of how an ad, excellent in itself, may be spoiled by lack of taste on the part of the compositor. It is always a mistake to set up a large, closely written advertisement entirely in capitals, since the eye of the reader, accustomed to reading lower-case letters almost exclusively, finds it rather difficult to adjust itself to the upper-case alphabet. The general arrangement of this advertisement is harmonious enough, but the use of capitals throughout dissipates much of its effectiveness.

SOME newspapers obtain a reputation for the good taste displayed in setting up advertisements, and some advertisers show their appreciation of this by giving to these newspapers first whatever advertising they have to do.

THE ONLY SAFE PLAN.

Mrs. De Pencil—How is it that you are never accused of misrepresenting eminent men in your reports of speeches and interviews?

Mr. De Pencil (experienced reporter)—I don't print what they say, but what they ought to say.—*N. Y. Weekly.*

HER BARGAIN CRAZE.

"I saw Mrs. Shopper going into an auction sale last Monday. Isn't her craze for bargains extraordinary?"

"Yes, indeed. I believe she would die happy if she knew she would be laid out on a bargain counter, and be buried as a remnant."—*Tit-Bits.*

STOPPED HIS PAPER.

"The editor died last night."

"Great snakes!" cried the old delinquent, "if I'd known he'd take it so hard I wouldn't have stopped my paper!"

AN UPWARD MOVEMENT.

Tramp—You may not believe it, but I was once an editor.

Benevolent Gentleman—To what do you attribute your rise in life?

READ

THE SUN

NOW

No man who loves his country can afford to disregard its teachings. Every man possessed of intelligence and means reads

THE SUN

NEW YORK

THE GENERAL ADVERTISING AGENCIES OF N. Y. CITY.

DAUCHY & CO.

The only agency in the city to-day, started as far back as the '60's, still under the active control of its founder is that of Dauchy & Co., whose first style was Cooley & Dauchy. Mr. J. G. Cooley had been a manufacturer of wood-type. In payment for his product he was often constrained by many of his newspaper customers to take it out in advertising space.

This gave the suggestion from which springs the present concern. The wood-type manufacturer, associating with himself Mr. S. T. Dauchy, immediately launched out on a successful career as an advertising agency. This was in February, 1867.

It was two and a half years later that Mr. Dauchy bought out Mr. Cooley's interest, and adopted the present style. The firm was located at the corner of Gold and Fulton streets, in the Wilson Building, then a notable edifice.

Mr. Dauchy immediately associated with himself his brother, Burr Dauchy, who came on from the Pacific Coast, where he had been very successful.

Early in the '70's the concern moved to the corner of Fulton and Church streets. After remaining there a decade it removed to its present quarters, corner of Park place and Church street, and extending to Murray street. During this period two of the young men who had grown up in the business were admitted to an interest in its profits. They were Messrs. C. S. West and C. E. Conway.

Meanwhile Mr. Burr Dauchy had retired and become proprietor of the old and well-known Lindsey Type Foundry, still located on the site on which Cooley & Dauchy began. Mr. F. W. Dauchy, son of the head of the firm, was taken in when Mr. B. Dauchy retired.

Mr. West's death supervened in 1886; he was a young man, well known to the trade, and his removal was considered very unfortunate. In 1889 Mr. Conway retired, and his place was taken by Mr. Stephen B. Smith, who, with the Messrs. Dauchy (father and son), remains active in the business to-day.

THE only way to ascertain the power of an ad is to publish the ad.

FREE SHOES.

"Here I am," said the shoe man to himself, "selling shoes and polishing them free. There's nothing new in that. What's the matter with selling the shines and giving away the shoes? It amounts to the same thing in the end."

So he went to work and had printed a lot of cards like commutation tickets, the little square around the edges being labeled, some five and some ten cents —the fives for ordinary shines and the tens for russet polish. In the center of the card was the following:

> NOT FREE SHINES,
> BUT
> FREE SHOES.
>
> You pay for the SHINES; the amount is registered HERE, and when you buy a pair of shoes WHATEVER you have spent for SHINE will be deducted from the price of the shoes.

There was also on the card a place for the name of the customer and his serial number. Every time a customer came in and got a shine he presented his ticket, and the price of the polish was punched out of it and the card returned. The shoe man, at the same time, made a mark opposite 21 (say) in his record-book to show that 21 had had another shine. This was necessary, because if 21 happened to be more clever than honest, he might, after having secured one of the cards, have stepped around the corner and punched it full of holes. In actual practice it was found that customers rarely waited until they had used up their $2.50 or $3 worth of shines. They turn in the card, as a rule, when about $1 worth of shines have been punched out of it, and the balance on the price of the shoes they pay in cash. Others make a practice of paying 25 cents for a shine and getting it credited on their card, and in this way soon work out the price of a pair of shoes. —*Art in Advertising.*

"ONE idea in an ad" does not mean that the ad is to contain only one sentence. It means that each part of an ad shall bear a relation to every other part; in other words, that one idea should run through the whole advertisement.

Horace Greeley

Knew that it took brains to build up a big paper—but that an established paper could pass through vicissitudes of successive bad management without suffering loss of its great prestige.

The Ability

That established The Oregonian is directing its affairs to-day. Its advertisers know that it is making the most of the field it so fully covers.



THE OREGONIAN'S BUILDING.
Finest Newspaper Building
West of Chicago.

THE OREGONIAN

Daily, Sunday and Weekly Editions.

HAS THE PRESTIGE OF 45 YEARS OF STEADY GROWTH. IT IS THE ONLY BIG PAPER IN THE NORTHWEST.

ITS FIELD

	Population
PORTLAND (Official)	81,342
PORTLAND'S SUBURBS	17,800
STATE, Outside of Portland (Approx.)	275,000
WASHINGTON	375,000
IDAHO	100,000
WESTERN MONTANA	90,000
BRITISH COLUMBIA	100,000
TOTAL	1,039,142

E. G. JONES,
IN CHARGE OF ADVERTISING.

The S. C. Beckwith Special Agency,
Sole Eastern Agents,
Tribune Building, New York. The Rookery, Chicago.

ASK ME THREE QUESTIONS

I charge from $10 to $100 for a letter of advice about advertising. That seems a good deal to those who do not know what I do for the money.

I wish to increase my acquaintance with merchants and manufacturers whose business is important enough to justify the employment of the best—the very best—effort in my line. For the purpose of doing this I now offer to answer explicitly and completely (without charge) three (3) questions which any advertiser wishes to ask me about advertising his own business.

The questions must be definite and not general, sweeping queries covering the whole subject. They must be plainly expressed and give full information as to present and past efforts and results.

I shall endeavor to make my answers as valuable as if I were paid for them.

Charles Austin Bates,

Plans, Advice, Writing and Illustrating for Advertisers,

Vanderbilt Building, N. Y.

TWENTY-NINTH YEAR.

The American Newspaper Directory

REVISION FOR 1897.

In the next issue of the AMERICAN NEWSPAPER DIRECTORY it is not intended to accord circulation ratings save to those papers whose average issues throughout the year 1896 exceeded a thousand copies, and not to these except in cases where the publisher furnishes a detailed statement of the number of copies printed of each and all issues put forth in 1896. The experience of the past shows that about one in five will wish to furnish this information. In cases where publishers do not care to furnish a detailed statement of the issues for 1896, it is the intention of the Editor of the Directory to go over the ratings accorded the paper by the Directory for several years last past and give advertisers a resumé of those ratings, leaving them to arrive at their own conclusions as to what the circulation of the paper may be at the present time.

Each publisher will be accorded the privilege of making known to advertisers who consult the Directory his own views in his own way as to what the circulation is at the date of making his announcement, or what it has been in the recent past or will be for a year to come and to set forth any other facts liable to interest an advertiser. This publisher's announcement will follow the Directory description of the paper, being preceded by the word Advertisement, and will be uniform with the letter press. This is an example:

> **NEWS**; every evening except Sunday; democratic; eight pages 18x24; subscription $5; established 1887; Daily News Co., editors and publishers. Circulation has varied from G in 1892 to H in 1896. *Advertisement.*—The BIRMINGHAM NEWS offers to advertisers the largest and best circulation of any daily in Alabama. Local advertisers who best knowits value use it to a far greater extent than any other Alabama paper—the best possible proof that it pays the advertiser. Its actual average daily circulation during March, 1896, was 7,097.

The cost of inserting such a publisher's announcement will be but a small fraction of a cent for each copy of the Directory—much cheaper than the information could be conveyed on a postal card to the buyers of the Directory were their addresses obtainable. Ten lines (60 words) or less will be inserted for $10, and additional matter at one dollar a line, from which price ten per cent may be deducted if cash in full payment accompanies the order.

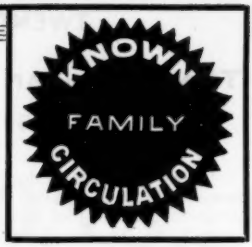
Small pictures of newspaper buildings, portraits of editors, etc., not exceeding one inch in length or breadth, may also be inserted for $10 each. If a picture and announcement are both required the price will be $15 for the two. The price in all cases including a copy of the Directory, to be delivered carriage paid.

Displayed advertisements may also be inserted in the letter press portion of the Directory, on same page with or opposite the description of the paper, at prices very much lower than in former years; viz., ¼ page $20; ½ page $30; a full page $50. These prices to include a copy of the book, and ten per cent may be deducted if copy and cash in full payment accompanies the order.

We are now ready to receive publishers' announcements and advertisements as above. If it is intended to send a circulation statement for 1896, as set forth in the first paragraph, it should be mailed as early as possible after January 1st and *before* January 15th, 1897.

Address all communications to

THE AMERICAN NEWSPAPER DIRECTORY,
10 SPRUCE STREET, NEW YORK.



The Kansas City World

Is the only Newspaper published in Kansas City which gives a sworn statement of its daily circulation to advertisers *at home* as well as *abroad.*

KANSAS CITY, Mo., Sept. 28, 1896.

For the week ending Saturday, September 26, the circulation of the KANSAS CITY WORLD was as follows:

Sunday, Sept. 20,	**28,035**
Monday, Sept. 21,	**27,385**
Tuesday, Sept. 22,	**27,225**
Wednesday, Sept. 23,	**27,380**
Thursday, Sept. 24,	**27,475**
Friday, Sept. 25,	**28,135**
Saturday, Sept. 26,	**27,835**
TOTAL,	**193,470**
Daily average for 7 days,	**27,638**

We hereby swear that the above statement of circulation is true and correct.

L. V. ASHBAUGH, Business Manager.
L. A. NOURSE, Pressman.

Sworn to and subscribed before me this 28th day of September, 1896.

JOSIE MAY KEMP,
[SEAL] Notary Public.

My commission expires October 7, 1899.

$1,000 forfeit will be paid any person who successfully assails these figures.

THE WORLD, Kansas City, Mo.



A. FRANK RICHARDSON,

Chamber of Commerce, CHICAGO. **Tribune Building, NEW YORK.**

Red Lion Court, Fleet Street, LONDON.

A GRACEFUL COMPLIMENT

The "Republic" Congratulates "The St. Louis Star" on its Phenomenal Business.

[*Editorial in St. Louis Republic, Oct. 1.*]

In a Presidential campaign year the fall months are not favorable to active business, and advertising responds somewhat to the effect on general conditions. The Republic has no ground for complaint, however. In spite of the fact that there were five Sundays in the month of September, 1895, and four in 1896, the Republic gained in volume of paid commercial advertising. The Republic congratulates the Star and Chronicle upon their success during the month. The following figures show the comparative amounts of commercial advertising in St. Louis English papers during September, 1895 and 1896 :

	1895 Cols.	1896 Cols.	Increase Cols.
Republic,	624.14	636.89	12.75
Chronicle,	442.34	467.23	24.89
ST. LOUIS STAR,	**362.57**	**421.48**	**58.91**
			Decrease
Globe-Democrat,	676.78	608.99	67.79
Post-Dispatch,	586.01	483.48	102.53

The St. Louis Star

Is the fastest growing paper in St. Louis. . . . . .

For Rates,

Interview EIKER, you know him,

11 Tribune Building, New York.

You want paying mediums.

Is your "ad" in its columns?

THE VICKERY & HILL LIST

OF AUGUSTA, ME.

The largest list in the world. It is also the best. Pays advertisers

Circulation guaranteed! Its customers stay with it.

Give us a trial order, key your advertisement, and watch for results.

We have been asked a great many times for testimonials, but have always felt that it is information we do not care to give. Of course our continued advertising in Vickery & Hill List would be indication enough to publishers that we feel that our money is well invested. THE LONDON TEA CO., 193 Congress St., Boston, Mass.

C. E. ELLIS, Advg. Mgr.

401-2-3 TEMPLE COURT, NEW YORK.

CHICAGO:
903-4 BOYCE BUILDING.
W. J. KENNEDY in charge.

BOSTON:
55 EQUITABLE BUILDING.
E. R. GRAVES in charge.

The Evening Wisconsin.

FIFTIETH YEAR. MILWAUKEE, OCTOBER 1, 1896. THREE CENTS.

Circulation for Nine Months.

STATE OF WISCONSIN, } ss.
Milwaukee County, }

P. D. O'Brien, being duly sworn, says that he is now, and has been for seventeen years, foreman of the newspaper pressroom of the EVENING WISCONSIN, and has had charge of the presses and paper used in printing the EVENING WISCONSIN; that he knows of his own knowledge that the average daily circulation of the EVENING WISCONSIN for nine months, from January 1st, 1896, to October 1st, 1896, was seventeen thousand nine hundred and twenty-two (17,922) copies.

The average daily circulation of the EVENING WISCONSIN for the month of September, last past, was eighteen thousand seven hundred and seventy-two (18,772) copies.

P. D. O'BRIEN.

Subscribed and sworn to before me this 1st day of October, A. D. 1896.

W. A. BOOTH,
Notary Public, Milwaukee County.

No other daily newspaper in the State of Wisconsin ever printed so large an average daily circulation for a month or for nine months.



The Chicago Dispatch

IS THE ONLY SILVER DAILY

Published in Chicago. Its increase in circulation during the past twenty days has been phenomenal. It has jumped from 67,000 to

Over 100,000 Copies Daily

And is still booming.

Further Comment Is Unnecessary with Judicious Advertisers

EASTERN OFFICE,
517 Temple Court,
NEW YORK.

HOME OFFICE,
115-117 Fifth Avenue,
CHICAGO.



EVERYBODY'S BACK
HOME IN ST. LOUIS

From their summer's jaunt —

AND WANTS TO KNOW
WHAT TO BUY FOR FALL AND WINTER

Have you anything to sell?

If so, the quickest and most economical way to do it is through the

Post-Dispatch

WHY? BECAUSE { INTO MORE HOMES BY **TWO** TO **ONE** of any other St. Louis newspaper circulates the POST-DISPATCH throughout St. Louis and its immediately adjacent suburbs — A CLAIM THAT ANY ONE CAN SUBSTANTIATE.

STRAWS During August, 1896, 4,565 Rooms and Board ads appeared in the POST-DISPATCH. What does this mean? **Just 17 per cent more than were contained in all the other St. Louis English newspapers combined!** This any one can verify.

CONVINCED?

THE MOST FOR THE MONEY

THE S. C. BECKWITH SPECIAL AGENCY

NEW YORK TRIBUNE BUILDING — THE ROOKERY CHICAGO — FOREIGN ADVERTISING — AGENTS

A PAGE FROM OUR

"Book of Rates"

A FEW OF OUR CUSTOMERS

HOOD'S Sarsaparilla, Paine's Celery Compound, Warner's Safe Cure, Ayer's Sarsaparilla, Cuticura, Beecham's, Sapolio, Price Baking Powder Co., Diamond Dyes, No-to-bac, Montgomery Ward, Hobb's Pills, Waverley Bicycles, Monarch Wheels, Beethoven, Cornish, Armour & Co., Anheuser-Busch, L. L. May, Stoors & Harrison, J. C. Vaughn, McLean, Duffy's Whisky, Scott's Emulsion, Sanden, Root & Slocum, House, Lyon & Healy, Lewis Lye, Dr. Owen, Enameline, Rouse, Hazard & Company, Winslow's Soothing Syrup, Dr. Pierce, Pinkham, and others. Besides, we carry a lot of smaller advertisers, such as Mail Orders, Agents Wanted, etc. We lead in amount of business simply because it pays advertisers.

BOYCE'S BIG WEEKLIES

500,000 COPIES WEEKLY. } BLADE LEDGER WORLD

$1.60 per Agate line. No Discounts.

W. D. BOYCE CO., 115 Fifth Avenue, Chicago.

A LOWER PRICE.

The modern demand for a lower price crops up everywhere. The advertisement here shown is a case in point. "Owing to the many requests from its patrons, Warner's Safe Cure Co. have put on the market a smaller size bottle of Safe Cure, which can now be obtained at all druggists at half the price of the large bottle."



This announcement possesses another feature of interest for the observing advertiser. The advertisements of Warner & Co. have generally been in the form of imitation reading matter, but here is a return to the old-fashioned display. There is as much individuality about methods of advertising as about handwriting or the handling of a brush by a painter, or the pencil by the sketch artist. The man who is successful in the management of his advertising rarely changes his plan, and his ear-marks are recognized instantly by all who are familiar with advertising matters. When such a man adopts new or different methods it may be taken as proof that he is not now satisfied with results accruing from those previously pursued, although they may at one time have been successful to an eminent degree.

ADVERTISING MANAGERS FOR STATE FAIRS.

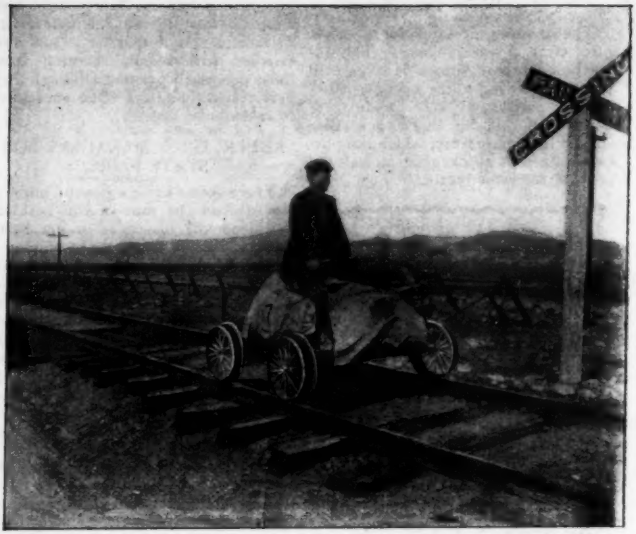
There seems to be a general impression abroad that one of the best investments the managers of our State fair could make would be to employ a first-class advertising man. What we mean by first-class, is a man who could command a salary of not less than three thousand dollars a year. Such a man would be the best investment the fair managers ever made. He could so increase the receipts as to make the biggest kind of a profit on himself for the fair, and would no doubt be a paying investment all around. There is not a business enterprise in this country of half the magnitude of the fair that would think of attempting to do business without such a man. All business houses consider their advertising man the most valuable employee they have, and if he is the right kind of a man he gets the largest salary paid any employee.

There is an opening as wide as a crocodile's mouth for a first-class advertising man to take charge of the publicity end of the State fair, and make of it a success so great that the necessity for passing the hat would never again become apparent.—*Des Moines Saturday Review.*

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE DRAMATIC MIRROR."



SOME four months ago the Northern Pacific Railway, to shorten running time between St. Paul and Portland, put on an extra fast train, which cut out Anaconda, Helena and a number of other towns on its line. To connect with this train, which passed the Anaconda junction point at 4.20 in the morning, the Anaconda *Standard* was compelled to arrange a hand-car service to cover the twelve miles, enabling it to reach Spokane, Cour d'Alene, Missoula and extreme Western Montana early on day of publication. The hand-car service took four men, and, while a success, was expensive. Shortly after the service was inaugurated the *Standard's* attention was called to a bridge carpenter's bicycle car, built for one, having four wheels, rubber tires and tube frame. One was bought as an experiment and proved successful. A picture of the outfit loaded for business, and carrying four hundred and eighty-five pounds of papers, in addition to the operator's weight—one hundred and fifty-five pounds—is here reproduced.

THE order of the American Legion of Honor is represented by four newspapers, which are estimated to have a combined circulation of about 11,000 each issue.

NEWSPAPER ADVICE FROM THE WEST.

It might have been good taste two hundred years ago to say "ye reporter" or "ye editor," but it isn't now.

The editorial "we" is going out. The best writers seldom refer to themselves at all, and when they do, speak in the third person, as, "The editor thinks," "The reporter saw," "The *Democrat* believes," etc. Literary writers finding it desirable to refer to themselves should use the personal pronoun "I." Never mix "I" and "we" or the second and third person in referring to yourself.

Never say "Mr. Soandso and lady." Don't even say, "Mr. Soandso and wife." That makes the woman mere personal property, like a horse or cow. Say "Mr. and Mrs. Soandso."

Never say John Smith was married "to" Mary Jones. That makes him the only one that was married. Say, John Smith "and" Mary Jones were married.

Never say some one died "with" any disease. The disease isn't dead yet. Say he died "of" such and such a disease.

Come right to the point, say it and stop. The rhetorics that talk of the exordium, argument and peroration are merely off their chunks, that's all.—*Transcript, Pacific, Mo.*

"WANT" BOOKS FOR CLERKS.

An excellent way in which to keep your stock fully up to the demands of your trade is to provide each clerk with a small "want" book. When a customer asks for an article not in the shop the assistant to whom the request is made should immediately jot it down under the date of the day. Frequently it will be found that the demands are not frequent enough to stock every article asked for, but a glance over the book for a month back will give the proprietor an idea of whether it would pay; and if so, what quantities to order.—*Ironmongery.*

NOTES.

THE motto of the New York *Times* is: "All the news that's fit to print."

A NOTICE in a cheap restaurant in Chicago says: "Do not tip the waiter. He makes more than the boss, and has a half-day off."

WOODWARD, the Boston druggist, gives away a pair of jumping beans with each purchase, and to suit the times they are either gilded or coated with silver to represent gold and silver bugs, while one very large, indolent fellow is in the natural state of these living curiosities and is labeled "A Straddle Bug."

THE Eugene Field Monument Fund, 180 Monroe street, Chicago, is issuing a souvenir containing some of the best poetry of the late Eugene Field. The price is $1, and the Fund Committee state that owing to the gratuitous contributions of eminent artists, the value of the book is far greater than the sum asked. The object is to erect a monument to the "children's poet," and to create a fund for his family.

THOSE London editors possess vast funds of misinformation. Here is the London *Chronicle* telling its readers that Mrs. William McKinley "was called to the American bar in 1893, and that she enjoyed for a long while the unique distinction of being the only lady of the legal profession who pleaded in behalf of clients before her own husband, who was the judge of the circuit in which she practiced."—*Illustrated American.*

DOESN'T ANY MORE.

"Who was the fellow that was complaining of his wife's extravagance in shopping at the department stores?"

"Wittles, the newspaper funny man, who used to write jokes about women shopping all day and not spending a cent, before he was married."

CAUSE FOR FRENZY.

Crummer—Have you ever seen a "poet's eye in fine frenzy rolling?"

Gilleland—I have. The poet had just dipped his pen into the mucilage bottle and in the excitement that followed upset the ink on his postage stamps.—*Truth.*

PUBLISHERS' PORTRAITS.



Messrs. A. J. Aikens & Son, of the Milwaukee *Evening Wisconsin.*

—*Milwaukee Sentinel.*

RESTAURANT PUBLICITY.

NEW YORK, Oct. 9, 1896.

Editor of PRINTERS' INK:

Several restaurants in the vicinity of the City Hall have adopted the "bargain idea" in advertising. Each day a special offer is made, usually costing 15 cents. As the special bargains are usually delicacies, and much cheaper than their usual price, the man who eats them only gets a good variety at a cheap price. JAS. MEANS.

IN WILKESBARRE, PA.

WILKESBARRE, Pa., Oct. 8, 1896.

Editor of PRINTERS' INK:

Jonas Song's Sons have instituted the attraction of exhibiting their bargains on living models. Each dress, hat, etc., is specially adapted to the model wearing it, and the result has elicited unbounded admiration from the male spectators. HELEN HEED.

A WINDOW DISPLAY.

NEW YORK, Oct. 6, 1896.

Editor of PRINTERS' INK:

In the window of Henrichson & Co., a wholesale toy house on Park Place, is exhibited a stuffed pony, almost instinct with life, upon whose back gracefully poises the figure of a female circus rider. J. W. SCHWARTZ.

Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

SPOKESMAN-REVIEW, Spokane, Wash.

EXPERIENCED news correspondents wanted. A. McK. GRIGGS, Norfolk, Va.

H. D. LA COSTE, special newspaper representative, 38 Park Row, New York. Dailies only.

PAPERS that lead in their locality represented by H. D. LaCOSTE, 38 Park Row, New York.

THE VINDICATOR, Youngstown, Ohio. 8,400 d. and S., 6,000 w. Wants first-class advertisements only.

DAYTON (Ohio) MORNING TIMES and EVENING NEWS, 14,000 daily, create a "want" for properly advertised goods.

BOOKBINDER wants position; can marble, forward and finish. M. M. TOMLINSON, 63 St. Michael St., Mobile, Ala.

WANTED—More printing from the class of people willing to pay for the best. WM. JOHNSTON, 10 Spruce St., N. Y.

SUCCESSFUL manager and circulation builder of experience wants management of daily or leading weekly. "MAN.," Printers' Ink.

WANTED—Position as editor or manager of Republican paper, by man of experience. Good references. Address "A," Sedalia, Mo.

HOW to Engrave—Do you want to learn the art of half-tone and zinc etching? Address for terms, D. C. BITTER, 67 Washington St., Chicago.

MANUFACTURERS of salable novelties, which can be retailed through the mails for 10c. or 15c., are asked to send particulars to "H. L. S.," Box 2085, Station A, Philadelphia.

MORE money in mail order business than anything else. No interference with other occupation. We tell you how and furnish everything. Samples, etc., 12c. THE NATIONAL INST., P. I., 106, Chicago.

UNDERSIGNED would manage weekly or monthly at moderate salary; thoroughly experienced editor, reporter and proofreader; author of several published stories and essays. F. B. HAWKINS, Morris Heights, New York.

EVERY live advertiser wants to see our latest styles—Satanick, Jenson Italic—and our latest Cushing-type pamphlet. We have produced good things, but these are better. AM. TYPE FOUNDERS' CO. See list of branches under "For Sale." Specimens ready at nearest branch.

WANTS a newspaper. A business man, of large newspaper experience and successful as a manager, would like to lease a good paper in a Western or Southern city. Best of references as to integrity and ability. Address "NEWSPAPER MANAGER," Box 3033, New York City P. O.

SOUTH AFRICA—Press of business will not allow Mr. Lewis Garrison, of the Garrison Advertising and Press Agency, Johannesburg, to visit European and American firms for several months. In the meantime write direct if you wish lowest rates in S. African newspapers. The agency of firms undertaken.

CLOTHIERS and men's furnishers—why not own and publish your own paper? We can furnish you monthly with any quantities of *Men's Attire*, published under your own name, with your page ad, and give you sole publication rights in your town. Very low terms. Send for particulars. LEAGUE PUBLISHING CO., Lexington Building, New York.

SPECIAL WRITING.

AFTER election many papers will need my Ed. services. A few can have them if they write in time. G. T. HAMMOND, Newport, R. I.

PAPER.

M. PLUMMER & CO. furnish the paper for this magazine. We invite correspondence with reliable houses regarding paper of all kinds. 45 Beekman St., New York.

ADDRESSES FOR SALE.

LISTS of names in any trade, in any country, $1. Information on any commercial subject. Credit reports on firms anywhere. In U. S. $1, in Europe $2, in Latin America $2. Agents everywhere. Ten years established. ASSOCIATED TRADE & INDUSTR'L PRESS, Wash., D. C.

MAILING MACHINES.

THE Matchless Mailer; best and cheapest. By REV. ALEXANDER DICK, Meridian, N. Y.

MAIL list type and machines can be bought best and cheapest from AMERICAN TYPE FOUNDERS' CO. See list of branches under "For Sale."

PRINTERS.

THE LOTUS PRESS, 140 W. 23rd St., N. Y. City. (See ad "Advertisement Constructors").

WE do neat, plain, attractive printing. Catalogues, booklets, pamphlets, circulars, cards, etc., executed in the finest style. When you want a good job—one that you want people to look at and read—come to us. PRINTERS' INK PRESS, 10 Spruce St., New York.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

CALENDAR blotters. Unsurpassed media for all lines of business, both wholesale and retail. Send 5c. stamps for samples and prices. JACKSON QUICK PRINT, Waterbury, Conn.

ILLUSTRATORS AND ILLUSTRATIONS.

THE BUCHER ENGRAVING CO., Columbus, O., furnish best 1-col. half-tone for $1. Send for proofs.

CUTS for catalogues, souvenirs and boom editions. Write for proofs. BUCHER ENGRAVING CO., Columbus, O.

BEAUTIFUL illustrations and initials, 5c. sq. inch. Handsome catalogue 10c. AMERICAN ILLUSTRATING CO., Newark, N. J.

ADVERTISEMENT CONSTRUCTORS.

PILOT ADVERTISING CO., Newark, N. Y.

GROCERS' ads, ready-made, 10 for $1. H. ALBERT PERSHING, South Bend, Ind.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624, Temple Court, New York. Write.

RETAIL grocers and druggists: Got what you want. Write me. JED SCARBORO, B'klyn.

TRADE-BRINGING ads; 3 samples, with cuts, $2 cash. HARRY HUNT, Cable Bldg., N. Y.

REALLY good cuts at really moderate prices. 2c. stamp brings circulars. R. L. CURRAN, 150 Nassau St., New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

SEND 25 cents (silver) and data for one trial ad. I know that my work has benefited others. It might benefit you. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

AD experts wanted to see a perfect example of type advertising, called the Cushing Pamphlet. It's delightful. AM. TYPE FOUNDERS' CO. See list of branches under "For Sale."

3 ADS for a dollar, with electros of little cuts for each, to any new customer who can allow me three weeks to do this in. Cash with order always. R. L. CURRAN, 150 Nassau St., N. Y.

IF you can give me four weeks' time I will write a booklet and furnish a little cut for the cover for $5. Not over 16 pages. Cash with order always. R. L. CURRAN, 150 Nassau St., New York.

ALL the borders and type used in PRINTERS' INK are at the disposal of people who have their advertisements put in type by me. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., New York City.

WHITE, writer of ads, makes your business pay. One-quarter page magazine ad, with drawing, $3. Illustrating and designing for advertising purposes a specialty. Write to me. F. C. WHITE, Meriden, Conn.

WE are thinking of making "leaders" of a few different things in the printing line. If there is anything particular that would interest you at special prices, let us know. We can handle large orders at a very small margin of profit. THE LOTUS PRESS, 140 W. 23d St., N. Y.

OUR business is to write and illustrate advertisements, catalogues, booklets, circulars. We do nothing shoddy or cheap. We think cheap advertising is too expensive for any business man. We want it to be thoroughly understood, however, that our charges are not exorbitant. We desire to have it known that we give you the best work, although our prices are not highest. Write to us about good advertising. MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Nassau St., New York.

HUNDREDS of business men are now thinking about their 1897 catalogues. We can help with the illustrating and writing. We can assist in the thinking and the executing. We can lift a catalogue out of the ordinary and make it a thing of beauty to look upon. We can put emphasis and earnestness into the text. We believe we can improve any catalogue that was ever issued. We will attend to the entire matter of illustrating, writing and printing if desired. We give you the best, although our prices are not highest. Write to us for artistic advertising. MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Nassau St., New York.

OUR great specialty is pictorial advertising. We think there are very few instances where an illustration is not a decided advantage to an advertiser. At the head of our art department is C. Dan Helm, who stands in the front rank of the business artists of the United States. We desire to hear from advertisers who want the best there is in pictures—who want their business literature to be distinctive and of a high grade. Write to us for effective advertising. We charge no more than things are worth. We give you the best, although our prices are not highest. MOSES & HELM (C. Dan Helm, Bert M. Moses), 111 Nassau St., New York.

ADVERTISING AGENCIES.

IF you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

SUPPLIES.

VAN BIBBER'S Printers' Rollers.

ZINC for etching. BRUCE & COOK, 190 Water St., New York.

CHALK plates recoated, half cent an inch. BYRON POPE & CO., Cleveland, O.

TYPE—The leaders of type fashions. AM. TYPE FOUNDERS' CO. Branches in 18 cities.

STEREOTYPE, linotype and electrotype metals; copper annodes; zinc plates for etching. MERCHANT & CO., Inc., 517 Arch St., Philadelphia, Pa.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., I.'t'd, 10 Spruce St., New York. Special prices to cash buyers.

ADVERTISING MEDIA.

40 WORDS, 5 times, 25 cts. ENTERPRISE, Brockton, Mass. Circulation 7,000.

ADVERTISERS' GUIDE, New Market, N. J. 6c. line. Circ'n 3,000. Close 24th. Sample free.

CATHOLIC NEWS, 40,000 copies guaranteed every w'k. No sample copies. 13 Barclay St., N.Y.

GRAND RAPIDS DEMOCRAT, leading paper in Mich. outside Detroit. LA COSTE, New York.

YOUNGSTOWN VINDICATOR, 8,400 d. and S., 6,000 w. H.D.LACOSTE,20 Park Row.N.Y.,Rep.

ANY person advertising in PRINTERS' INK to the amount of $10 is entitled to receive the paper for one year.

LEADING newspapers in Southwestern Ohio (outside Cincinnati), Dayton MORNING TIMES and EVENING NEWS, 14,000 daily.

DETROIT COURIER. The society and home paper for Wayne County. 30 years old. 50 cents per inch, 10 per cent off cash with order.

THE GENEVA DAILY TIMES, only daily in Ontario County. Circulates in 30 towns. Subscription price to farmers $2.00 a year. Leading advertising medium in its territory.

BILLBOARD ADVERTISING reaches nearly every billposter, distributor, sign writer, poster printer and fair in the U. S. and Canada m'thly. Sub'n $1 per yr. 25c. line. Cincinnati,O.

THE GOLFER for 1897 will be invaluable to advertisers of good goods of all descriptions. This magazine has the wealthiest clientage in America. Its home patronage far exceeds any other local publication, and its general patronage embraces the leading advertisers of the highest class. If you have good goods, appealing to the better class, your advertisement should be in THE GOLFER. Rates of the agencies or THE GOLFER, Boston.

GOOD HOUSEKEEPING,

Springfield, Mass.,

gives first-class service and appeals to the very best class of American housekeepers, who are really the buying class, and hence the most profitable ones to appeal to.

Woman, as a rule, guides the family expenditure, and makes most of the purchases for all the good things of the home.

Hence the well-known and generally accepted axiom that "woman's good taste and judgment unlock the pocket-book." One of the best mediums to reach over 50,000 families is GOOD HOUSEKEEPING.

Published monthly by Clark W. Bryan Co.

Address all communications about advertising to H. P. HUBBARD, 38 TIMES Bldg., N. Y.

BOOKS.

INSURANCE agents should have a copy of my book containing 24 new original insurance ads, prepared by that prince of ad writers, Mr. Charles Austin Bates. *Brains* says of it: "Every ad is a gem." It will cost you but $1. C. A. NORTON, Durand, Ill.

ELECTROTYPES.

ANYBODY can make cuts with my simple transferring and etching process. Nice cuts, from prints, drawings or photos, are easily and quickly made by the unskilful, on common sheet zinc. Cost very trifling. Price of process $1. Nothing held back to pull more money from you. All material costs, at any drug store, about 75 cents. It is no fake. I have a barrel of unsolicited testimonial letters; intelligent boys make good cuts right in the beginning. Circulars for stamps. Simple and costless embossing process included free. THOS. M. DAY, Centerville, Ind.

FOR SALE.

$3.50 BUYS 1 INCH. 50,000 copies Proven. WOMAN'S WORK, Athens, Ga.

HALF-TONES for all purposes. A limited quantity at greatly reduced rates. LLOYD ENG. CO., Wyalusing, Pa.

FOR SALE—Copyrighted ad novelty, new and instructive. Sample sent. BIRDSALL D. PAINE, Merchantville, N. J.

FOR SALE—First-class country news and job offices; price, $2,500; earning over $1,500 net per year. F. W. HARTWELL, Glen Rock, Pa.

ETCHING plant for sale, including necessary machinery; also ruling machine, Washington and army hand presses, etc., etc. D. C. BITTER, 87 Washington St., Chicago.

PRINTING PLANTS—Everything for the printer; best in quality, best in value. Why buy the second best when the best costs no more? AMERICAN TYPE FOUNDERS' CO., Boston, N.Y., Phila., Balt., Buffalo, Pitts., Cleveland, Cinn., Chicago, Mil., St. Louis, Minn., Kansas City, Omaha, Denver, Portland (Ore.), Frisco. Buy everything in one place, and save money and trouble.

CLASS PUBLICATIONS.

Advertisements inserted under this heading, in the appropriate class, cost 50 cents a line, for each insertion. One line inserted one year, 52 weeks, for $26, 6 months for $13, 3 months for $6.50, or 4 weeks for $2. For the publisher who does not find the heading he wants a new heading will be made to specially fit his case.

AGRICULTURE.

BREEDER AND FARMER, Zanesville, O.

BOOTS AND SHOES.

"BOOTS AND SHOES" WEEKLY, N. Y. City.

DIRECTORIES.

AMERICAN NEWSPAPER DIRECTORY, 10 Spruce St., New York. Price $5.

EDUCATIONAL.

THE SOUTHERN SCHOOL, Lexington, Ky., 1895, sworn circulation 6,063 copies weekly—*largest* circulation in Ky. outside of Louisville. Official organ Ky. and Ala. State Boards of Education. Rates and sample copy *free*.

GROCERIES.

GROCERY WORLD, Philadelphia, Pa. The largest paid circulation; the most complete market reports; the largest corps of paid correspondents of any grocery journal published in the world. Send for free sample copy.

HOUSEHOLD.

DETROIT COURIER. The family and society paper of Wayne County. 30 years old. 50 cents per inch, 10 per cent off cash with order.

MOTOCYCLE.

MOTOCYCLE, 1636 Monadnock Block, Chicago.

TEXTILE.

TEXTILE WORLD, Boston. Largest rating.

There Are N

The WEEKLY EDITION

San Francisco

guarantees a circulation of over 90,000

of this circulation, with a prior

the figures decrease during the

No paper on the Pacific Coast

tracts on the basis of a guaranteed

great as the Examiner's.

E. KATZ, Eastern Ag

re No Others

EDITION of the

iso Examiner

00 copies each issue. Contracts accepted on the basis
pro ion for pro rata rebate should
g t erm contracted for.
fic st will accept advertising con-
gua teed circulation one-third as

ter Agent, 186 World Building, New York City.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

☞ Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

☞ For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

☞ Being printed from plates, it is always possible to issue a new edition of five hundred copies for $30, or a larger number at same rate.

☞ Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

☞ If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

NEW YORK OFFICES: No. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 108 Fleet St.
CHICAGO, BENHAM & INGRAHAM, 315 Dearborn St.

NEW YORK, OCTOBER 21, 1896.

LET your competitors beat you on promises, but beat them on performances.

ADVERTISEMENTS often show that the writer has undertaken to make plain to readers something which he himself does not understand.

THE mere enumeration of what one has to offer the public, without the announcement of special reductions in price, is usually a waste of space.

IN the interests of the clothing, tailoring and furnishing goods trade there are 15 newspapers, with a combined circulation each issue of 21,010 copies.

IT is said that this is the first national campaign in which an advertising agency has been called upon to insert paid advertising for one of the national candidates. The advertiser in question is the Republican party, and the agency is that of J. Walter Thompson, New York.

JAMES WARD, a subscriber of PRINTERS' INK from Cape Town, writes:

A friend of mine who was a subscriber of yours tells me he only paid two dollars a year for his copy, but the price has risen; he reckons that he got at least five shillings' worth for every penny he expended, so even at the price I am paying, I feel that I am getting a wonderful bargain. The matter is very instructive.

THE Chicago *Dispatch* is the only daily paper in that city espousing the cause of Bryan, the "Boy Orator," and its circulation, on the third of October, reached the 100,000 mark. It is thought among advertising men of the East that the support of Bryan is the most disreputable thing with which Mr. Dunlop has ever been charged.

THE editor of the American Newspaper Directory has recently mailed his annual communication to newspaper publishers, conveying the usual notice of an opportunity to furnish circulation reports for use in the annual revision of the Directory. The edition for 1897 will be the twenty-ninth annual volume.

THE man about to advertise an article should ask himself: Does my article supply any want? Is its use sufficiently general and universal to warrant me in starting to advertise it? Is the margin of profit large enough to allow me to advertise it effectively without bankrupting myself? More meditation on questions such as these might save many from injudicious expenditure.

FRIENDS of the New York *Times* have grounds for regarding with satisfaction the numerous indications of good work its pages exhibit from day to day and week to week. Under the new management the *Times* gives promise of being the sort of daily journal that good citizens have wished for but begun to fear had become impossible in these days of cheap paper and sensational pictures and head-lines.

DO not seek for striking metaphors or sprightly epigram to decorate your ad. If such occur naturally, suggested by your subject, they may be used sparingly and with caution; but first consider whether you will gain anything by them—whether they really add force to the arguments you have presented in regard to your goods, or whether they are merely decorative. When in doubt always exclude them.—*Profitable Advertising.*

DON'T be a "position crank." Some advertisers think so much about the particular spot in the newspaper in which their ads are to appear that they don't seem to have time for anything else. They seem to believe that if they can get good position for their ads that is all they need to think about. Of course, good position is a good thing, but don't think too much about it and don't pay exorbitant prices for it. Make your ads interesting and trade-pulling. Then they will be seen and read wherever they are, and they will bring business, even if they are in the most obscure and out-of-the-way position in the whole paper.—*Dry Goods Chronicle.*

ONE of PRINTERS' INK's friends relates that he lately had occasion to visit a Boston newspaper office most beautifully finished and embellished with polished marble. His aesthetic enjoyment was somewhat marred, however, by four conspicuous signs which gave emphatic instructions to the following effect:

SHUT THE DOOR!
WIPE YOUR FEET!
DON'T SPIT ON THE FLOOR!
NO SMOKING!

FROM Tuesday, December 15th, to Monday, December 28th, the Commercial Travelers' Fair will be held in Madison Square Garden. Special excursions at reduced rates will be run from all parts of the country. The object is to raise $150,000 in order to complete the national home, hospital and school for worthy indigent commercial travelers, etc., now in course of erection at Binghamton, N. Y. The arrangements are in the hands of Col. A. B. de Frece, one of the most expert and successful "director generals" in the United States.

IN the town of Bloomfield, N. J., an entertainment was recently given by a society connected with the First Baptist Church. When the programmes had been distributed, it was discovered that the advertisement of a local wine dealer, lauding the merits of certain brands of spirits, had somehow crept in. The programmes were then gathered up, and an effort made to obliterate the objectionable advertisement by smearing it with ink. This naturally called special attention to it and the winedealer received an excellent advertisement in consequence. How the ad crept in no one seems to know.

THE Portland *Transcript*, issued at Portland, Maine, was established sixty years ago. At present it has a weekly sale of over 23,000 copies, and the paper has been, for a generation or more, one of the most prosperous in the United States. It is more a literary publication than a newspaper, but covers the local news of its vicinity with considerable thoroughness. It is distinctively a family paper, and while its circulation is very largely in the State of Maine, there is probably not one State in the Union in which may not be found numerous and attached subscribers for this sterling New England journal.

AN ingenious advertisement is not necessarily a good advertisement. A clear, plain announcement is worth many intricate but clever ones.

AT the American Institute Fair, and other fairs in New York, the same advertisers exhibit year after year. This appears to indicate that the advertising is profitable. The casual observer who attends these exhibitions finds it difficult, however, to believe that they produce any trade. He notes that the public comes for entertainment rather than for exposition, and that the inmates of the booths are not often called upon to explain the merits of their wares. PRINTERS' INK would be pleased to learn from advertisers who exhibit at local fairs, whether there is any result, direct or indirect, from the expenditure.

THE president of the Wholesale Saddlery Association, in his address at Buffalo, suggested that a permanent secretary be employed under a salary, to write up articles in favor of the horse that would be copied broadcast, in order to benefit the trade by inducing more people to use the horse. The official says the great vogue of the bicycle was secured by its being well "written up." The suggestion is novel enough, but it is doubtful whether there is any advertising value in it. At any rate, it appears to indicate an awakening to the value of general advertising on the part of people who have hitherto ignored advertising almost entirely.

THE San Francisco *Argonaut*, known all over the United States as one of the most representative literary weeklies of the country, is now in its thirty-ninth volume or twentieth year. The excellence of its style and its editorial strength are widely recognized. It represents essentially the wealth and culture of the Pacific Slope. In politics it is sturdily but intelligently Republican, and is at present making a brilliant fight for sound money. The *Argonaut* is an example and exponent of the best in American journalism; for years it has made attacks on the style of modern "journalism" wherein all of nature's disgusting freaks and abominations are served up for the edification of the reader. Its circulation is large, and so widely distributed that there is hardly a good news-stand anywhere that fails to have it on sale.

THE Lincoln, Neb., *Evening News* has recently passed into new hands. The present proprietor is Mr. Hector H. Tyndale, of New York City, and Mr. Tyndale has placed new men in the business department of the paper. Mr. Troilus Tyndale is now the sole manager of the paper.

AN amusing phase of the agitation against the department store is that while the men "agitate" their wives patronize the bargain counter more than ever. Before any agitation against the department store can be successful, it will be necessary to essentially change the nature of women. Most people who desire to reform things in general forget that old human nature is a potent factor in every problem.

A CONTROLLING interest in the stock of the W. D. Wilson Printing Ink Company, Limited, of New York, one of the oldest and best known of all the manufacturers of printing inks, has recently been acquired by Messrs. James D. Lynch, Francis J. Schleicher and Daniel F. Barry. Mr. Lynch for seventeen years has been the principal salesman of the company, for eleven years Mr. Schleicher has been the practical chemist and manufacturer, and for nine years Mr. Barry has been the business manager. The business of the company will be continued very much upon the same lines as heretofore, although Messrs. Lynch, Schleicher and Barry have some new ideas which they desire to have carried out and which they believe will result largely to the benefit of trade and incidentally to themselves. The cash-in-advance department of this company conducted under the trade-mark nar. of Printers Ink Jonson, which ha grown into such conspicuous proportions, will be continued, orders addressed to Jonson being filled upon the strictly cash-in-advance basis which has made it possible for printers to order small quantities of inks as needed at a saving of from 50 to 80 per cent of the prices previously paid for similar or inferior goods, bought on credit of traveling representatives of other manufacturers. The trade secured by Jonson, influenced solely by his advertisements in this journal, is said to exceed tenfold the entire annual sales made on a cash basis by all the other ink makers in the United States combined.

D. M. FOLTZ, Eastern manager San Francisco *Call*, with offices at 34 Park Row, has been appointed the Eastern agent of the San Jose *Mercury*.

A GOOD illustration of the present demoralization of prices is a well advertised article called Packer's Tar Soap, intended to be retailed at 25 cents and sold at that price at some drug stores. A New York reader of PRINTERS' INK buys this soap at 79th street and Columbus avenue for 19 cents a package. The great retail drug store of Hegeman & Co. sells it for 14 cents. At the department store of Siegel, Cooper Co. the price asked is 10 cents. The clerk at Hegeman & Co.'s, when told that his price was 5 cents less than that charged at 79th street and Columbus avenue, remarked that he thought his firm made a larger profit on it at 14 cents than the up-town concern did at 19. Supposing this to be true, may it not be possible that the department stores make as large a percentage of profit when selling for 10 cents as the more exclusive establishments, where prices are never cut, realize when receiving the outside retail figure, 25 cents? It would be interesting to know how much the owners of the trade-mark receive from each of the separate concerns that handle the goods at such widely varying prices.

IN GREAT BRITAIN.

Offices of E. C. STEARNS & Co.
Mfrs. of Stearns Bicycles.
SYRACUSE, N. Y., Oct. 13, 1896.

Publishers of PRINTERS' INK:

We have just received a letter from our English representatives thanking us for several copies of PRINTERS' INK, which we recently forwarded them, and stating that they would esteem it a great favor if we would arrange to have this journal sent them regularly. We thought you would like to know that PRINTERS' INK meets with such favor abroad. Kindly enter a year's subscription to be sent to the following address, and forward us bill for same: British-American Ball Nozzle Company, 52 Oxford street, W., London, England. Very truly yours,

E. C. STEARNS & Co.,
G. H. E. Hawkins, Adv. Mgr.

During the past four years there has been no single week during which an edition of more than five hundred copies has not been required to fill English orders and subscriptions for PRINTERS' INK, and some of the best patrons of the Printers' Ink Press are English merchants who like to avail themselves of Mr. Johnston's abilities in composing conspicuous and attractive advertisements.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Advertisers everywhere are invited to send matter for criticism; to propound problems and to offer suggestions for the betterment of this department. Anything pertaining to advertising will be criticised freely, frankly and fairly. Send your newspaper ads, circulars, booklets, novelties, catalogues. Tell me your advertising troubles—perhaps I can lighten them.

Some time ago The Miehle Printing Press and Manufacturing Co. published what I thought was a first-rate advertisement. It seemed to me about as strong an argument in favor of the Miehle Press as could be made.

Here it is:

"HAVE HIM WRITE IT IN THE CONTRACT"

WHEN the representative of a printing press manufacturer claims that his press will run as fast as the "Miehle,"
WHEN he represents that it will carry a full type form as fast as the "Miehle,"
WHEN he represents it as being as powerful as the "Miehle,"
WHEN he represents it as being equal in ink distribution to the "Miehle,"
WHEN he represents it as being as handy and as quickly made ready as the "Miehle,"
WHEN he represents it to be as well made and of as choice material as the "Miehle,"
WHEN he represents that his press is equal to the "Miehle" in producing quantity and quality of work,

Have him write it in the contract. . .

IF YOU REQUIRE HIM TO LIVE UP TO HIS CONTRACT, HE WILL BE OBLIGED TO BUY FOR YOU A "MIEHLE."

TO FOLLOW THIS ADVICE WILL SAVE YOU A GREAT MANY $.

THE MIEHLE PRINTING PRESS & MFG. CO., Chicago and New York.

SEND FOR 1896 CATALOGUE.

Since the appearance of this ad the Campbell Printing Press Co. has been reproducing it in its own advertisements and offering to do exactly what the Miehle people proposed the press manufacturers shall do. It proposes to write all these things in its contract when it sells a press.

Ordinarily I do not believe in paying much attention to competitors' advertisements, but this seems to me to be one of the strongest ads that it is possible to make for the Campbell Press. It appears to be conclusive. I don't know what the Miehle people can do to beat it.

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Emerson De Puy, business manager of the *Saturday Review*, of Des Moines, Iowa, has been stirring up the doctors. I think that at least this one of his "stirs" is well worth reproduction:

"THE CODE."

About the most absurd thing, it seems to the writer, in the medical profession, is some dreadful thing the M. D.'s call "the code."

We do not know what "the code" looks like, we never saw it; but it must be terrible to look upon, as it prevents many physicians from doing that which reason, humanity and common sense would seem to dictate they should do; that is, tell people what they can do along given lines. Yes, *advertise!* That's what we mean. It's a fearful thing to say, isn't it? If "the code" should catch us at it, the consequences would be terrible.

Leaving out all the self-styled "specialists," there are many men in general practice in every city who are specialists in something. Some in reference to one disease, some another. You are afflicted by some *one* of the diseases, which some *one* of the doctors in your city is especially successful in curing.

But you don't know he is.

The doctor knows it, but his fear of "the code" is so great that he don't dare print the fact in your newspaper and let you know it.

Like the woman in the Bible, you spend your money on many physicians, but get no better—in fact grow worse—finally you die.

The doctor who *could* have saved your life said never a word—of course he knew nothing about you, you knew nothing about him. He did not advertise! We have often thought that the doctors of this country were going to have a lot to answer for one of these days. Sometime they are going to be called on for an interview with a gentleman known as Saint Peter.

They will strike a case then where "the code" won't work.

"Did you do everything you possibly could when on earth to relieve suffering, to cure disease, to save the lives of your fellow men?"

"This is the question they will be asked.

And the trembling M. D. will answer:

"Yes, sir, I think I did."

"Did you let everybody know your power to heal disease? Did you tell to all the people the fact that you were able to relieve their suffering? I understand that you are greatly skilled in the treatment of pneumonia, and yet a great many people died in your city last year from this disease. Had you taken pains to let all these people know you could cure them? In short, did you advertise?"

Then the M. D., who has continued to tremble with an exceeding great trembling during the course of these remarks, will reply:

"But, Saint Peter, you must remember 'the code.' It did not allow the doctors to advertise."

"Code, nothing! Is not human life more than any code? Go below; I'm busy."

The National Cash Register Company, of Dayton, Ohio, send out some of the handsomest advertising matter that I ever saw.

Recently there has been issued a series of pamphlets describing the systems under which cash registers are operating in various large establishments.

The one that I have before me tells of the system in use in Rector's Oyster House in Chicago.

It is illustrated with half-tone pictures of the restaurant and with reproductions of the various checks in exact colors. The system seems to leave nothing to be desired and is described clearly and concisely.

The book is beautifully printed and seems to have been gotten up regardless of expense. There is one thing in it that I object to. There are three men in one picture drinking champagne out of claret glasses, but that is not surprising in Chicago. I was at the Auditorium this summer and there the waiter tried to force champagne on us in goblets, and it required quite a little forceful argument to convince him that that wasn't the proper thing.

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Mr. Charles Austin Bates, Department of Criticism, "Printers' Ink," New York:

DEAR SIR—Although not strictly pertaining to advertisements, we take pleasure in forwarding you by this day's mail a copy of our booklet, entitled, "The Art of Selling," recently published for distribution by merchants among their employees, with a presentation page explanatory of its purpose. We furnish these to merchants in cloth at 25 cents each, in paper 20 cents, or at $20 and $15 per 100 respectively. As you very favorably noticed a work called the "Art of Salesmanship," etc., in PRINTERS' INK of Aug. 19, we respectfully submit our modest little publication for your consideration and criticism should you deem it worthy of notice in your valuable department. Trusting that you will not too harshly criticise our effort, and that you may find in the booklet, perhaps, something worthy of commendation, we are, very respectfully yours,

HOUGHTON & JACKSON,
Box 263, Pittsburg, Pa.

This little booklet is based upon a first-rate idea, but it is badly printed and has a cheap appearance all through. It has, moreover, rather a sophomoric air about it that, in a measure, discounts the many excellent points that it contains.

Houghton & Jackson have a most excellent idea. There is a demand for a publication of this kind, but if they expect to make a great success of it they will have to put more "meat" into it. There is too much generalization and not enough direct practical help.

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Isn't there any way to illustrate a corset ad besides a picture of a pretty woman with shapely arms and an exaggerated bust very much in evidence?

I believe that a clever commercial artist ought to be able to get up something equally clever that wouldn't be a chestnut. As it is, there isn't anything in the illustrations to distinguish one corset ad from another, unless it is that some of the dames de corset are blondes and others brunettes. Really the corset girls should be given a vacation.

And there's the fascinating bicycle coaster—of the feminine gender, of course. She coasts on bicycles of a half a dozen makes, at the same time, in the same magazine. Her skirts are always high-water skirts, and her ankles charming. But really, you know, she must be tired, even if her ankles are not. Won't the bicycle manufacturers please give the poor girl a chance to walk for a while, if only for a change? There are ingenious illustrators who should be willing to lend a hand almost for nothing, just to give the poor maiden a variety of exercise.

Then there's the bath-tub lady, attired in a minimum of fashionable lingerie, with or without a dimpled baby who is more undressed than the bath-tub lady herself, just getting into a silver-mounted tub in company with a large cake of soap. Please won't the soap people give a poor man a chance to take a bath once in a while—even if he has to do it with his clothes on?

Oh! yes, and there's the charming ingenue, sawed off right where she begins to look interesting, but wearing a tremendous smile and 7 by 9 teeth of amazing whiteness. Does the ingenue use all the tooth-powders that are manufactured, or do all the tooth-powders that are manufactured use the ingenue? She's getting painfully familiar.

Also the hair lady. The same old hair lady—full-face, half-face, profile or rear view—curled, frizzed, flowing, bunched or banged. I wish she'd shave her luxuriant, chestnutty locks, so that the hair-tonic men would jilt her for a while.

Seriously, it seems to me that all these venerable and more or less respectable members of the more recent sex indicate an awful poverty of invention in some place.

Who owns the parrot that writes all the school ads?

Why are all bicycles "best"—and how?

Will a prospectus of a railroad, or a mine, or a tract of land, sell more stock or float more bonds more readily when made up exclusively of the stock terms and phrases that have been in use for over a century, than when it is written in terse, vimful, vigorous, fresh English?

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READY-MADE ADS.

[I do not write these ready-made ads. They are taken wherever they are found, and credit is given to the author when he is known. Contributions of bright ads are solicited. The name and address of the writer will be printed, if he wishes it to be.—C. A. B.]

For Dry Goods.

Honest Money—
Money Saved.

It's not alone that which you earn, but that which you save.

Come here to-day, to-morrow, any day this week for that matter. Come when you will and see if the money we save you is not as honest in your pocket as it would be in the till of those who would charge you more for goods.

For Crockery.

Honest Crockery.

There is one sort of crockery we cannot afford to sell—just one—and that is the sort that would be dear to you.

Crockery dearness is not in the price; it is in the crockery.

There is nothing new in this statement, but how many crockery stores are run clearly on these lines?

Do you know of another?

New patterns in Dinner Ware are here. Artistic designs, beautiful decorations, and dependable body in every one—starting at $8.50.

For a Clothier.

A Well-Dressed Man

does not mean a tailor-made man. The making of ready-to-wear clothing is so nearly perfected with us that you pay $12 to $15 more just for the expensive satisfaction of saying made to order.

For Crockery and China Ware.

Dainty Bits of China.

We ransack Chinadom for all that's new and novel, and much of the china store is kept asparkle with bits of daintiness—often rare daintiness—that come from over the sea. To make less company for the new arrivals we have clipped good liberal slices from the prices of much of the stocks now here.

Holiday stocks will be coming along pretty soon now.

For a Laundry.

We Can't
Please Every One

but we do please 95 per cent of the people who give us their Laundry to do the needful with.

You might be one who can't get pleased elsewhere. Let us serve you.

Our process is not a secret one. We only use Soap, Water, Starch, Muscle and Brains. Visit us when you wish.

For Hardware.

Summer Happiness

is found by housekeepers who use gas to cook by in hot weather. The summer heat is not noticed so much, and the cooking is done in a "jiffy."

We can save you money on the Gas Stove or Gas Range. It will pay you to examine our stock.

For Millinery.

Come To-day.

It's the last day of our Millinery Opening. Seems as if everybody had been here. But we want to be certain about it.

Don't want a lady in —— to forego the pleasure of a visit here.

There's but one opinion in relation to our decorations: "Best ever seen in the city."

As to the Trimmed Hats and Pattern Hats, ask your neighbors.

The universal verdict is that our Millinery Exhibit is far and away the best in town.

One more day in which to see the decorations and inspect our Fall Millinery.

Come. Take a friend with you. The decorations alone are worth a trip here.

For Wall Paper and Paint.

Beautiful Wall Paper and Decorations

are better and cheaper this season than ever before. It costs so little to ornament a house with beautiful hangings nowadays that the small item of cost should not cut any figure. Come in and let us give you the figures for paint and paper—one or both—for your various rooms. You will be surprised at the reasonableness of our prices.

For a Confectioner.

Fine Candies.
Delicious Ice Cream.
Refreshing Soda Water.

These are things that we supply to people these days. Many have voted our ice cream soda the finest they have tasted. Our ice cream is made of the best materials in the most approved way, and our candy—well, we've been here long enough for people to know what that is.

FORCING THE ISSUE.

By John C. Graham.

All successful advertising must be aggressive. That which is done on the defensive is usually a failure. There is nothing like "taking the bull by the horns." The first in a certain field reaps the harvest. The followers get only the aftermath. There is no use waiting for your rival to begin his advertising first. If he does you'll lose a large slice of the trade. Force the issue. Start first yourself, and let your competitors do the losing. Only the brave deserve the trade. The timid don't get it, and never will. "They live in the land of Going-to-do, but not in the land of Do." Thinking is good for every business, but action is often better. Thinking there is only going to be a small trade won't get you that little. Ask for it—advertise for it—get it! A little is better than nothing, and nothing will surely be your share if you don't force the issue and advertise.

A hustling merchant once told me that he got on better by ignoring his rivals and imagining that he had a clear field, and was going to get all the trade. He acted on that idea and advertised aggressively for all the trade. His advertising presumed he had it; his readers believed he would get it, and his competitors found that he did get the most of it. There was no dalliance, no conjecturing, no idle speculations about what others were going to do. He made up his mind what to do, and did it quickly, boldly, assertively. While others thought he acted, and so forced the issue. In the battle of business it is the first blow that tells. Better advertise with a will at first than reluctantly afterwards, when your rival's start has compelled you to follow in self defense.

NEWSPAPER AND MAGAZINE NAMES ILLUSTRATED.



"THE FIRESIDE COMPANION."

HIS FIRST TIME.

Some reporters were waiting for news after midnight recently of the condition of Cornelius Vanderbilt. It is no fun to kick your heels against the pavement until 3 or 4 o'clock in the morning, and the reporters grew restless. "This reminds me," said one, reflectively, "of the death watch on the old commodore. Things were quite different then from what they are now. When the old commodore was just taken ill he used to send for us every day and have us up in his room and tell us all about himself. He used to read the papers and he noticed that a great deal of space was devoted to him.

"'Well, boys,' he said one morning, 'I hope I will live a little longer for your sakes. You seem to be making a lot of space out of me.'

"Finally, though, when he became too ill to see us, we had to camp out as we are doing now, and it soon became tedious. We used to camp about twenty feet from the front of the house in which the old gentleman lay, and sometimes you could hear what was said in the sick-room.

"Among us was a certain gentleman who is now the respected father of a family. He was rather impatient. It was late at night. He had a voice in him like a bull.

"'Oh, why don't he die?' he suddenly exclaimed, petulantly.

"We thought no more of his remark until a few minutes later, when a trim servant girl came out of the house. She looked us over and watched us for a few moments. Then Doc said something and she came over to him and handed him a note. He opened it, wondering what it could be. On the paper was a score or so of words written in the old commodore's well-known scrawl. They read:

"'I trust you will pardon me, but as this is the first time I have ever died, I am a little inexperienced and don't exactly know how to go about it. If you will bear with me a little while, however, I will try to do my best.'

"The old gentleman had heard the pious remark and it had been too much for his grim sense of humor."—*N. Y. Press.*

A FATAL ADMISSION.

The earnest looking man in the hotel office laid down his paper. He had been reading of a lynching, and there was a fine glow of indignation on his face. "Human life," said he to the man next to him, "is held at too cheap a rate. Too cheap a rate, sir."

"Right you are, my friend, right you are," said the other man, in tones of eager acquiescence. "Here you can go and put five, ten or twenty thousand dollars on your life in our company at rates so cheap that I almost blush to mention them to you. Allow me," he continued, digging into his pockets and bringing out a handful of circulars, "to offer you a few leaflets which will elucidate"——

But the earnest man was fleeing at that very moment.—*Cincinnati Enquirer.*

THE eye is the sentinel of the will; capture the sentinel and you carry the will.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

CALIFORNIA.

SOUTHERN CALIFORNIA'S matchless paper, Los Angeles TIMES. Circ'n over 18,000 daily.

ILLINOIS.

THE Alton, Ill., SENTINEL-DEMOCRAT has the largest circulation of any daily paper in Southern Illinois.

INDIANA.

THE PLYMOUTH INDEPENDENT is the only daily published in Marshall County, Indiana, which has a population of 24,900.

IOWA.

DUBUQUE HERALD, founded 1836. Family circulation; up to date; circulation steadily increasing. Is it on your list?

KENTUCKY.

LOUISVILLE SUNDAY TRUTH, 12 000 copies each issue. Thoroughly covers the homes of the city and suburbs. Now in its twelfth year. Send for rates and copy of TRUTH to H. D. LA COSTE, 38 Park Row, New York, Special Newspaper Representative.

MICHIGAN.

GRAND RAPIDS DEMOCRAT covers Western Michigan.

DETROIT COURIER. The family and society paper of Wayne County. 30 years old. 50 cents per inch, 10 per cent off cash with order.

MISSOURI.

GAZETTE, West Plains, Mo., leading paper in county. Best farming and fruit-growing district in West. Write for rates.

MONTANA.

HELENA INDEPENDENT — 6,400 Daily, 6,800 Sunday, 3,385 Weekly, guaranteed. Leading newspaper in the Treasure State. H. D. LACOSTE, 38 Park Row, New York, Eastern manager.

NEW JERSEY.

THE Red Bank REGISTER goes every week into more than 2,500 homes of people who are able to buy what they want, and who pay for what they get. That's what makes local advertisers prefer it to any other paper.

NEW YORK.

BINGHAMTON LEADER.

BINGHAMTON LEADER, the tea table favorite.

BINGHAMTON LEADER, leading afternoon paper and the favorite family medium.

BINGHAMTON LEADER, the home paper, filled full of live local and general news; no boiler plate, no fake features, but a legitimate paper commanding the confidence of its constituency.

BINGHAMTON LEADER, first-class penny afternoon paper. Most important daily in that city, commanding the respect and confidence of readers and advertisers alike, both at home and abroad. Average circulation covering every issue 1895, Daily, 8,745; Weekly, 6,600. More circulation weekly than all the other Binghamton weeklies combined. THE S. C. BECKWITH SPECIAL AGENCY, Sole Agts. Foreign Advertising, New York and Chicago.

NORTH CAROLINA.

ADVERTISERS want the best. The Charlotte NEWS has the largest circulation of any daily paper, and the MECKLENBURG TIMES has the largest circulation of any weekly paper, in Mecklenburg County, population over 50,000. Rowell's Directory says so. Rates are reasonable. For further information address W. C. DOWD, publisher, Charlotte, N. C.

OHIO.

DAYTON MORNING TIMES, EVENING NEWS, WEEKLY TIMES-NEWS, 14,000 daily, 4,500 weekly.

LEADING daily and weekly papers in Eastern Ohio. THE VINDICATOR, Youngstown, 8,400 d., 8,400 S., 6,000 weekly.

PENNSYLVANIA.

INTELLIGENCER, Doylestown, Pa. Oldest papers in the county—weekly established 1804, daily established 1880; stanchest papers in the county; the only journals owning their home; only exclusively home-made papers in the county, never having resorted to plate matter nor patent sheets. Send for map showing circulation. PASCHALL & CO., Doylestown, Pa.

TENNESSEE.

CHATTANOOGA, Tenn., has 50,000 people. The EVENING NEWS has 35,000 readers. It is an up-to-date newspaper, full Associated Press day report, Mergenthaler machines, perfecting press. Serves all nearby railroad towns every day. Greatest local circulation. Best and largest list foreign advertising any paper in the South. Write for rates.

TEXAS.

GALVESTON TRIBUNE.

GALVESTON TRIBUNE, a money winner.

GALVESTON TRIBUNE, the most influential.

GALVESTON TRIBUNE, prosperous and powerful. Leads the afternoon procession.

GALVESTON TRIBUNE makes money for itself and will make it for you. Thoroughly up to date, with all modern mechanical appliances. A live paper for live people.

GALVESTON TRIBUNE, every copy counts. City circulation larger than any newspaper in Texas. A dividend-paying medium, backed by the brains and capital of the city.

OUT of 575 weeklies published in Texas the Atlanta CITIZENS' JOURNAL is one of only 121 having a circulation in actual figures. Its circulation is the largest of any paper in Cass County.

GALVESTON TRIBUNE, Daily four pages, Sunday twelve pages and Weekly eight pages, all live, prosperous papers, published by the Galveston Pub. Co., W. F. Ladd, Pres.; Chas. Fowler, Vice Pres.; George Sealy, Treas.; Fred Chase, Sec'y and Bus. Man.; Clarence Ousley, Editor. S. C. Beckwith Spec. Ag'cy, sole agents.

VIRGINIA.

LYNCHBURG NEWS has the largest circulation of any paper west of Richmond. Has only one rate for advertising. No "special" prices to any one. Any information of H. D. LACOSTE, 38 Park Row, New York, Manager Foreign Advertising.

WASHINGTON.

SEATTLE TIMES.

SEATTLE TIMES is the best.

THE TIMES is the home paper of Seattle's 60,000 people.

SEATTLE'S afternoon daily, the TIMES, has the largest circulation of any evening paper north of San Francisco.

WISCONSIN.

SUPERIOR TELEGRAM pays advertisers. "I am a regular advertiser in the columns of your paper, and find that we get good results, not only in the local field but from the neighboring towns." Circulation 5,500 daily. Prices for space of H. D. LA COSTE, 38 Park Row, N. Y.

WEST VIRGINIA.

THE MARTINSBURG WORLD is the only daily published in Berkeley County, West Va., which has a population of 18,702. Best weekly.

CANADA.

$6.00 A line yearly. 30 best papers in Prov. Quebec. E. DESBARATS, Ad Agency, Montreal.

THE Woodstock SENTINEL-REVIEW is the only daily published in the great Oxford dairy district, Ontario, which has a population of over 100,000.

OUT of a total of 384 weeklies in Ontario the Toronto MONETARY TIMES is one of only 97 having a circ'n in actual figures. Its circ'n is the largest of any com'l and financial paper in Canada.

OUT of a total of 80 monthlies published in Ontario the Grimsby CANADIAN HORTICULTURIST is one of only 17 having a circulation in actual figures. Its circulation is the largest of any horticultural and floricultural paper in the Dominion of Canada.

HAWAIIAN ISLANDS.

STAR—Daily and weekly. The live, popular paper of the country. Covers the group completely. Honolulu, H. I.

Displayed Advertisements.

50 cents a line; $100 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

SUPERIOR TELEGRAM.
West Superior, Wis. 28 Park Row, New York.

Lynchburg NEWS { 2,600 D. & S. 2,000 Weekly.

MAIL. TOPEKA, KANSAS
Circulation 7,600 guaranteed—larger circulation than any other Kansas weekly. For rates, etc., address C. Geo. Krogness, Marquette Bldg., Chicago, Ill., Western Agent.

The Evening Journal,
JERSEY CITY, N. J.
Average Daily Circulation for 1895,
14,362.
Guaranteed by American Newspaper Directory.

THE ARGONAUT

is the only high-class Political and Literary Weekly published on the Pacific Coast. Thousands of single-stamped copies of it pass through the post-office every week, remailed by subscribers to their friends. It has a larger circulation than any paper on the Pacific Coast, except three San Francisco dailies. It goes into all the well-to-do families of the Pacific Coast. Over 18,000 circulation. Argonaut Building, 246 Sutter Street, San Francisco.

Anzeiger... Des Westens

ESTABLISHED . 1834 .

THE GREAT GERMAN-AMERICAN PAPER OF THE WEST AND SOUTHWEST

DAILY, . 8 pages
SUNDAY, 24 to 32 pages
WEEKLY, . 12 pages

The leading, the foremost German daily of St. Louis—its circulation by far exceeds that of all the others.

The Anzeiger des Westens pays more postage for its issue through the mails than any other German paper in St. Louis.

The Anzeiger des Westens covers the German field of the West and Southwest.

THE ANZEIGER DES WESTENS is always ready and willing to prove by a comparative investigation of all books—not of cash books only, which may be doctored—nor by affidavits, which some persons with an elastic conscience, and no sense of dishonor, make as easily as eating a good dinner, but by an investigation of everything, that its circulation is far greater than the circulation of any other German paper in St. Louis.

JOHN SCHROERS
BUSINESS MANAGER

EMIL CARO
ADVERTISING MANAGER

Anzeiger Association
PUBLISHERS
ST. LOUIS

The Argus,

ALBANY, N. Y.

EIGHTY-FOURTH YEAR.

At the Capital City of the Empire State.

The Political struggle of the Fall of 1896 will be the greatest this Nation has ever experienced. New York State will be the great Battle Ground. The Six Million People in its confines will read every day of this great battle in the columns of the leading newspaper,

The Albany Argus

(Daily, Sunday and Semi-Weekly)

the oldest and acknowledged leading Democratic Paper of the State, under new editorial and business management.

Nearly half a million people read its columns every day. Sagacious advertisers make their announcements in its columns.

Rates, sample copies, etc., on application.

THE ARGUS CO.,
Broadway and Beaver Street,
ALBANY, N. Y.

From Ocean To Ocean

The Union Gospel News

Finds its Way

Being undenominational and reaching thousands of homes not reached by any other paper of its kind. . . . .

Advertisers know its value. Published every Thursday. Write for rates.

Address

...The...
Union Gospel News,
Cleveland, Ohio.

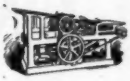
Produce More

in less time — then will your Newspaper and your Job Department bring you increased profits!



The "New Model"

The .. .. "Century" Pony



are built on the lines of greater production than has heretofore been possible!

Campbell Printing Press & Mfg. Co.
6 Madison Avenue, New York
334 Dearborn Street, Chicago

SEND FOR RATES

for advertising space in

Faulkner's Magazine

At fifty cents a year it is the cheapest monthly fashion magazine published. The circulation is guaranteed and proven to be over

50,000

copies each and every issue. Forms close on the 25th of the month.

Faulkner's Magazine,
23 Park Row, New York.

IOWA

Consumers can better be reached by an advertisement in the

DES MOINES Daily News

than by the use of any other Iowa Newspaper.

REASON: It has double the circulation of any competitor.

PROOF: The following table. Read it carefully. . . . .

AVERAGE CIRCULATION OF THE DAILY NEWS FOR SIX MONTHS, **15157**

DATE.	APL.	MAY.	JUNE	JULY	AUG.	SEPT.
1	14680	14600	14750	15400	15270	15515
2	14800	14550	14980	15150	*	15005
3	14800	*	14930	15175	15140	15100
4	14950	14500	15250	...	15080	15305
5	*	14700	14900	*	15140	15260
6	15150	14500	14900	15300	15240	*
7	14900	14850	*	15390	16345	15650
8	14850	15000	15150	15100	15285	15610
9	14800	14600	15275	15250	*	16130
10	14850	*	15060	15850	15225	15830
11	14860	14630	15100	15140	15270	15530
12	*	14500	15000	*	15060	16130
13	14810	14500	15100	15110	15160	*
14	14775	14800	*	15080	15260	15290
15	14700	14500	15300	16120	15205	15100
16	14700	14700	15160	15350	*	15125
17	14700	*	15600	15135	15140	15420
18	14800	14600	16500	15350	15105	15050
19	*	14500	15300	*	15165	15120
20	15000	14700	16100	15040	15110	*
21	14850	14550	*	15135	15100	15120
22	14800	14550	15250	15215	15520	15040
23	14900	15100	15300	15150	*	15100
24	14600	*	15253	15270	15150	15040
25	14600	21150	15350	15445	15120	15100
26	*	15360	15575	*	15400	15150
27	14620	15050	15550	15365	15085	*
28	14600	17100	*	15340	15080	15050
29	14600	14700	15600	15065	15005	15120
30	14600	14825	15435	15325	*	15180
31	....	*	..	15345	15090	....
Total for month,	3 4295	391015	397495	397905	395668	398170
Average,	84780	15039	15288	15304	15218	15315

I, P. B. Durley, Treasurer of the Des Moines News Company, on oath state that the above statement is true and correct.

I further depose and say that the number of papers spoiled in printing, left over, and returned unsold, averaged less than 300 per day, all others being used in the regular, bona fide circulation of the paper.

P. B. DURLEY.

Subscribed and sworn to before me this second day of Oct., 1896.

A. I. LEE,
Notary Public in and for Polk County, Iowa.

Not Every One Reads

The Peterson Magazine

That would mean

70,000,000 Readers

in the United States alone.

But many thousands of people with money to buy what they want do read THE PETERSON MAGAZINE, and advertisers reap a direct benefit from their announcements in its pages. Advertising Rates, $80 per page by the year. Half and Quarter pages in proportion.

THE PETERSON COMPANY,
109 FIFTH AVENUE,
NEW YORK.

FOLKS ARE APT TO BELIEVE WHAT THEY SEE...

and if they see it in the

STANDARD UNION

they're sure to believe it. You ought to know by this time that public faith in a paper is what makes it pull business for the advertiser. See what we are getting at? You have something to sell that STANDARD UNION readers want. Who are its readers? Why, man alive, don't you know? The best and thriftiest husbands and wives of Brooklyn—sons and daughters thrown in.

Catalogues

I WANT to get more catalogues to print. I am well fitted to turn out excellent work in this line. I have just delivered two catalogues, one for a clock company and the other for a wholesale liquor concern. They are both artistic pieces of work and are the best of the kind ever turned out in either line.

The liquor one I wrote, illustrated and designed throughout. It represents my best talent, and gives an accurate idea of *what I can do.*

I want to hear from concerns wishing to get out a really artistic catalogue. I want to turn out as many of next year's bicycle catalogues as I can get hold of. I have the facilities for doing the best work in this line and will be pleased to prepare estimate, furnish dummy and give a general idea of what I will do if given order from those who mean business and want really good work.

Address, with full particulars, sending copy of your last year's job for my inspection,

WM. JOHNSTON, Mgr. Printers' Ink Press,
10 Spruce Street, New York.

PERSONAL



"You should—
——— ——! ——
You ought to
——— ——— ———
——— You ———
right away!
I can———————
———I——— —
———I———I———
will———My———
———Me——— ar-
tistic——— ———! Money's
worth———" etc., etc.

I'm not much at "ad"
writing, but

I Can Make Pictures

FRANKLIN KING,
Illustrator,
4 Warren St., New York.



"WE ARE ON THE HUMP"

The Kansas City Times

is after business on a strong circulation platform, and the telling argument it offers for the advertiser's vote is the assurance of results.

"RESULTS" is its popular candidate that will sweep the victorious issue "Success" to the advertising world.

We guarantee a bona fide circulation of more than 21,000 copies daily, more than 25,000 Sunday and more than 40,000 of the Twice-a-Week edition.

It is the only Democratic daily of the metropolitan class in the region comprising Western Missouri, the great State of Kansas, Southeastern Nebraska, Oklahoma and Indian Territories and Northern Texas.

Add to this it is the most popular paper in this large territory. Never in its history has the paper made such tremendous advances as in the past few months and never has its future appeared more rose hued than now.

The Times IS on the hump.

Rates on application to

THE TIMES PUBLISHING CO., Kansas City, Mo.



The Leading Newspaper of San Francisco

CIRCULATION STANDING

THE RAND-MCNALLY TRAVELERS' HAND BOOK for August, 1896, states that **the leading newspaper in San Francisco is the**

San Francisco Chronicle

Referring to this Hand Book, PRINTERS' INK of August 26th, 1896, says:

> "The interesting feature of this department, that has led to this reference to it, is a designation of the leading papers in a majority of the towns described. The information seems to have been compiled with some care, and a portion of it is here reproduced as of considerable interest to advertisers."

This article can be found on page 36 of the issue of PRINTERS' INK for August 26th. Advertisers who wish to place business upon the Pacific Coast will do well to look this up, as the evidence is there given that the SAN FRANCISCO CHRONICLE is the **leading paper published in San Francisco.**

MR. GEO. P. ROWELL, the **Napoleon** of advertising, has stated editorially and by word of mouth that the **SAN FRANCISCO CHRONICLE is the best conducted newspaper published in San Francisco.**

NEW YORK OFFICE: 213 TEMPLE COURT.

CHAS. J. BROOKS, Eastern Manager.

The Leading Newspapers of Dayton

Morning Times

Established 1844. Democratic; 4,500 daily circulation. Best and most influential morning paper in the city.

Evening News

Established 1885. Independent; 9,500 daily. Most important and largely circulated daily in that section.

Weekly Times-News

Established 1808. 4,500 each issue.

You are invited to join the many advertisers now using these papers.

38 Park Row, New York. H. D. La Coste, Eastern Manager.

$10 Yearly Subscription

6240 Daily Circulation

Helena

(Montana)

Independent

Daily & Sunday
Weekly

H. D. LA COSTE
38 Park Row
New York

We give you FULL VALUE for your money

Leading Daily NEWSPAPER in Montana

The

New York Journal

seems to be a record breaker—

It is equally true of the

PIQUA CALL

2/3 LESS THAN OTHERS

We use Printers Ink Jonson's inks nearly exclusively, not because they are cheaper in price than other inks, but because we find that Mr. Jonson's inks are superior in quality to any other inks that can be obtained at any price. We solicited Mr. Jonson for an advertisement for this issue of our Specimen Book, but the proposition was entirely ignored ; so, therefore, we have concluded to testify to the superior merits of Jonson's inks for the exclusive benefit of those that are skeptical about sending in a trial order. We did not secure all our inks direct from Mr. Jonson, but through printer friends residing in different parts of the country, who bought the different grades from Mr. Jonson at our request, and then reshipped them to us. Our object in doing this was to ascertain if all of Mr. Jonson's inks were uniform in quality. We are pleased to state they are. Mr. Jonson's inks are lower in price by about two thirds than are those of other makers. Respectfully,

Portsmouth, O. THE KEYSTONE PRESS.

The Keystone Press solicited an advertisement from me for a specimen book which they were about to publish, but I could not see where I would be benefited in the matter and respectfully declined their proposition.

They then sent me the above testimonial, stating they had published the same in the book free of charge. This only shows that my inks must have been deserving of praise, otherwise the Keystone Press would not have inserted the notice.

My inks are the best that money can buy, and if they are not found as represented I buy them back. My job inks are sold in ¼-lb. cans at 25 cents a can, with the exception of Carmines, Bronze Reds and Fine Purples. For these I charge 50 cents a ¼-lb. can. My news ink is sold in 25-lb. kegs at 6 cents a pound, and in 500-lb. barrels at 4 cents a pound. My terms are: Cash with the order. My warranty: That my goods are *better* than can be had elsewhere at any price. My references: More than four (4,000) thousand printers doing business throughout every State and Territory of the American Union except Alaska. I also have some trade in Mexico. Send for my price list. Address,

PRINTERS INK JONSON,

8 Spruce Street, New York.



Hitting the Mark

can be done every time by judicious business shooting—an attractive, concise card in our

STREET CARS

will hit the bull's-eye in the advertising line and mean "profit" every shot. We will supply the ammunition.

GEO. KISSAM & CO.

253 Broadway
New York



CHEAP CIRCULATION

AMONGST THE MILLION

The million who trade —
The million who make the seller's success —
The million who want to buy in the best market —
The million who read and digest attractive announcements —

Is to be had at its best by using the

STREET CARS

Fuller particulars on request.

Geo. Kissam & Co. 253 Broadway New York

GIVEN OVER

So many persons are given to regard skeptically any new idea or discovery relating to the toilet, and persist with Chinese blindness in the use of what their parents used, that toilet soap has a firmer hold on the public than it is at all entitled to. But this hold has received a very violent shock since

CUTELIX

has been placed on the American market. The fact that it has stood a test of over eighty years and constantly increased in favor relieves it of the charge of being "new," and the medical profession finds it comparatively easy to have it substituted for injurious soaps.

10 Lines
700,000 copies
$30

For a Check for $30 we will insert a ten-line Advertisement once in all the five Weekly Newspapers catalogued below:

SATURDAY BLADE,	Chicago, Ill.
LEDGER, ...	Chicago, Ill.
WORLD, ...	Chicago, Ill.
TELEGRAM, . . .	Elmira, N.Y.
SATURDAY GLOBE,	Utica, N. Y.

The aggregate circulation of these publications exceeds seven hundred thousand copies each issue. Ten lines will accommodate about 75 words. 700,000 copies for $30.

ADDRESS

The Geo. P. Rowell Advertising Co.

"THE ROOKERY," CHICAGO.

10 SPRUCE STREET, NEW YORK.